



WXYZ

ORDER

Print Date 11/12/12

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Flight Dates **11/02/12-11/04/12**

Contract / Revision **316566 /**

Original Date / Revision
11/01/12 11/01/12

Advertiser **Bentivolio - MI GOP**

Agency **SRH Media**

Buying Contact

**2204 Countryside Drive
Silver Spring, MD 20905**

Product

Bentivolio Deal 2010

Agency Com 15%

Billing Contact

**2204 Countryside Drive
Silver Spring, MD 20905**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 25% Market Value 44400

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	11100
WDWB	%	0
WJBK	25%	11100
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	25%	11100

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	12	\$9,435.00	\$11,100.00	0.00
Totals	12	\$9,435.00	\$11,100.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/04/12	12	\$9,435.00	\$11,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	11/02/12	11/02/12	5am News M-F 5am News M-F	CM	5-6am M-F	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$500.00		0.00			
N 2	WXYZ	11/02/12	11/02/12	6am News M-F Action News 6am	CM	6-7am M-F	----F--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					2	\$900.00		0.00			
N 3	WXYZ	11/02/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	----FSS	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 11/12/12

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Contract / Revision **316566** Flight Dates **11/02/12-11/04/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Bentivolio - MI GOP**

Product **Bentivolio Deal 2010**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	11/02/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	----FSS	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----FSS		1				\$2,500.00		0.00			
N 4	WXYZ	11/02/12	11/02/12	430 AM News 7 Action News This Morni	CM	430a-5a	----F--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$200.00		0.00			
N 5	WXYZ	11/03/12	11/03/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$400.00		0.00			
N 6	WXYZ	11/03/12	11/03/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$500.00		0.00			
N 7	WXYZ	11/04/12	11/04/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$400.00		0.00			
N 8	WXYZ	11/04/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$450.00		0.00			
N 9	WXYZ	11/03/12	11/03/12	Early News Sa 7p (Foll 3M Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$1,300.00		0.00			
N 10	WXYZ	11/03/12	11/03/12	SA 10-11am News Spec SA 10-11am News	CM	10-11am	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$600.00		0.00			
N 11	WXYZ	11/04/12	11/04/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	-----S	:30	1	\$2,450.00	P-3	0.00	NM	1	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$2,450.00		0.00			
													Totals	12	\$11,100.00